



EPT Webinar

Promoting vaccines and addressing vaccine hesitancy

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UCSF Center for Excellence in Primary Care

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Let's keep it interactive!



Please turn cameras on. This will help us better engage with one another.



Use the chat liberally to ask questions and make comments. It would be great if we hear from everyone at least once!



Take care of yourself. Take breaks, stretch, and let us know if you need support.



Learning objectives

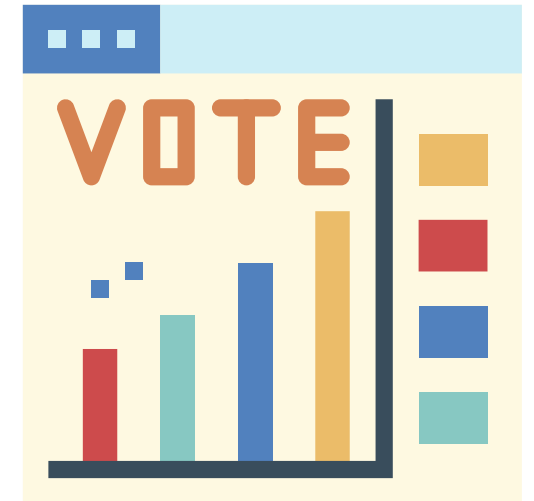
At the end of this session,
participations will be able to...

1. Identify organizational strategies to promote vaccine uptake among pediatric patients
2. Utilize communication techniques to promote vaccine acceptance

Poll 1

How do you feel in engaging patients in conversations about getting the influenza vaccine?

- a) Please, not me!
- b) I'll mention it, but if they say "no," the conversation is over
- c) I'll highly recommend it, but then it's up to them
- d) Pick me! I want to talk to them!



Organizational strategies to promote vaccine uptake



Context: vaccination rates have declined

kff.org/policy-watch/childhood-vaccination-rates-continue-to-decline-as-trump-heads-for-a-second-term/

KFF The independent source for health policy research, polling, and news.

Childhood Vaccination Rates Continue to Decline as Trump Heads for a Second Term

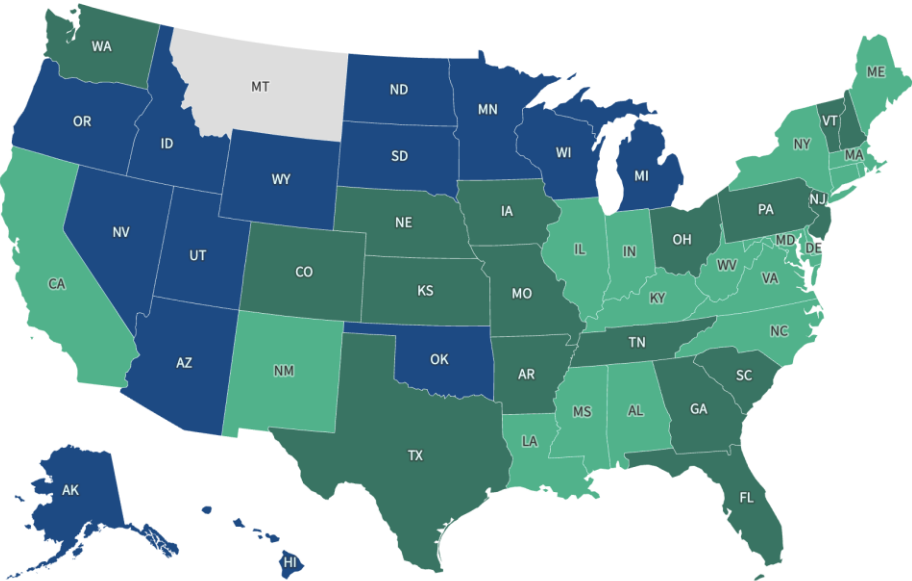
kff.org/policy-watch/childhood-vaccination-rates-continue-to-decline-as-trump-heads-for-a-second-term/

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14 States Had More Than 5% of Kindergarteners Claiming A Vaccine Exemption During the 2023-2024 School Year

Exemption Rate, 2023-2024 Exemption Rate, 2019-2020

<3% (18 states and DC) 3% - 4.9% (17 states) ≥5% (14 states)



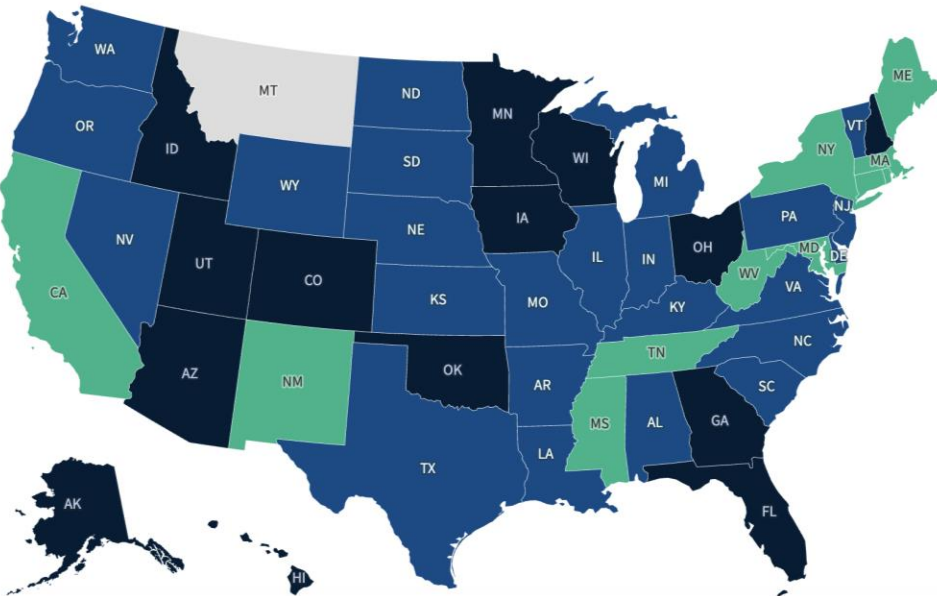
kff.org/policy-watch/childhood-vaccination-rates-continue-to-decline-as-trump-heads-for-a-second-term/

KFF The independent source for health policy research, polling, and news.

Over Three-Quarters of States Had MMR Vaccination Coverage Rates For Kindergarteners Below the Healthy People Target of 95% During the 2023-2024 School Year

MMR Coverage Rate, 2023-2024 MMR Coverage Rate, 2019-2020

<90% (14 states) 90% - 94.9% (24 states and DC) ≥95% (11 states)



Vaccine metrics for pediatric population health

The CIS Combo 10 measure assesses the percentage of children who, by their second birthday, have received a series of vaccinations:

- 4 doses of DTaP
- 3 doses of IPV
- 1 dose of MMR
- 3 doses of HiB
- 3 doses of HepB
- 1 dose of Varicella
- 4 doses of PCV
- 1 dose of HepA
- 2 or 3 doses of Rotavirus
- 2 doses of influenza vaccine

Medi-Cal California CIS Combo 10 Performance MY2020 (statewide average): 35.5%

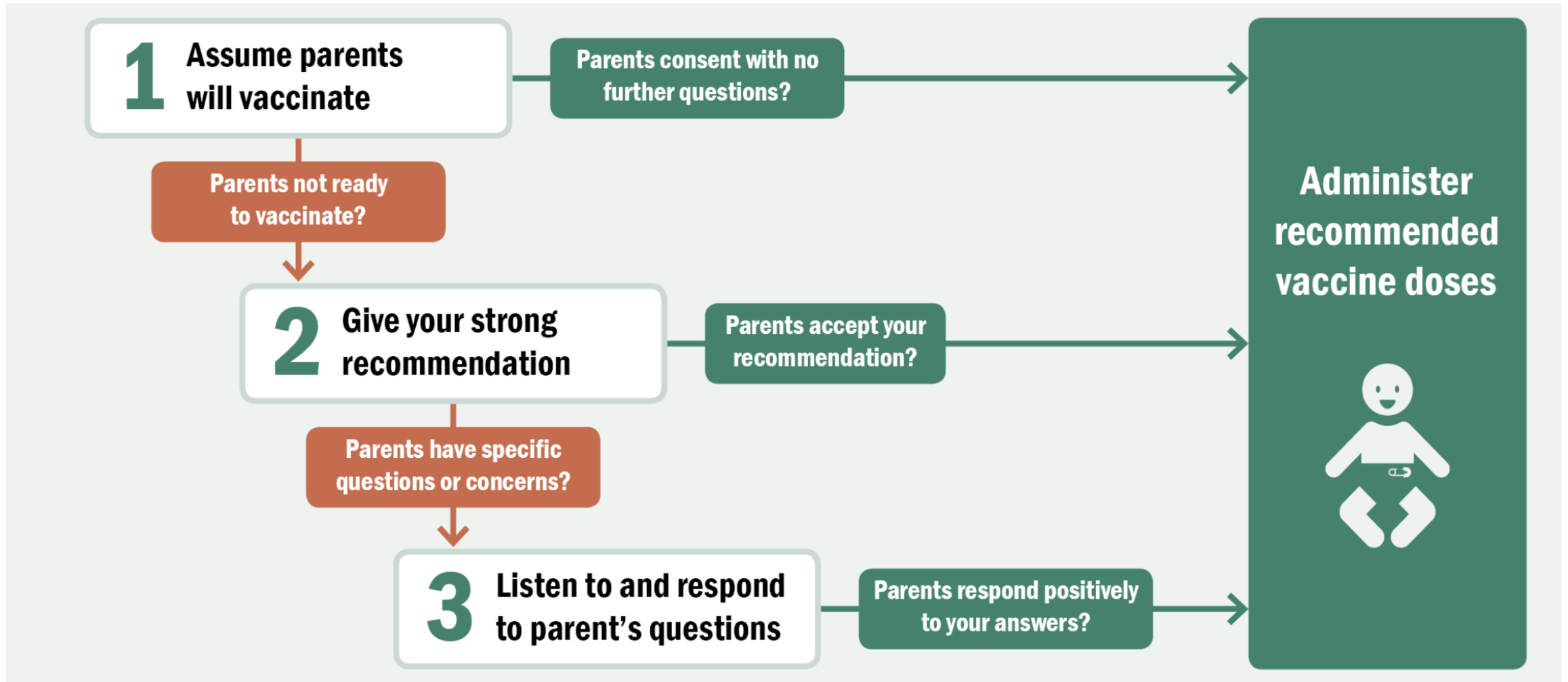
Medi-Cal Influenza Vaccination Rates MY2020: 47.7%

Sources:
https://www.partnershiphp.org/Providers/Quality/Documents/Performance%20Improvement%202019/CIS%202019%20Combo10%20Highlight_Provider_03_22_19_FINAL.pdf?
<https://thealliance.health/for-providers/manage-care/quality-of-care/provider-incentives/care-based-incentive/care-based-incentive-resources/immunizations-children-combo-10-tip-sheet/>

What can be done at the practice level?

- Promote a culture of immunization within the practice
 - Consistent messaging at all levels of practice
 - Ensure vaccine availability/stock
 - Administer due vaccines at every opportunity, not just well checks
 - Schedule next WCC/vaccination appt before patient leaves
- Integrate care gap strategy for due vaccines to readily identify eligible patients
- Patient outreach/recall/reminder systems for due vaccinations
- Implement standing orders for routine vaccinations
- Consider expanded hours or vaccine events to address patient barriers
- Work with partners to offer incentives, if feasible

Talking with parents about vaccines



Train all staff in presumptive approach to vaccines

- Evidence shows that a presumptive recommendation for vaccines is more effective than a participatory approach
- Presumptive examples
 - "Today your child is due for 2 vaccines. We'll be giving the MMR and varicella vaccines"
 - "Today we'll be giving the 6-month vaccines, which are DTaP, HIB, polio, pneumococcal, and influenza"
- Participatory examples
 - "Do you want to do vaccines today?"
 - "What do you think of vaccines?"
 - "The 6-month vaccines are due today. Do you want to do influenza also?"

Give your strong recommendation for vaccines if initial hesitation is expressed

- Parents consistently rank their child's doctor as the best source for vaccine information
- Clearly state: "I strongly recommend your child receive all the vaccinations that are due today"
- Follow up statements may be appropriate
 - These vaccines are important to protect against serious infections and keep your child healthy
 - I believe in vaccines so strongly that my children were vaccinated on schedule



What if parents still express hesitance/resistance?

More context: Vaccine skepticism is as old as vaccines!



How to Avoid Vaccination.

Parents, when **REGISTERING** births, will find on the front page of the Paper given them a form of declaration of conscientious objection, which they must **FILL IN**.

Then the **FATHER** must **TAKE THE FORM** to a Commissioner for Oaths, or a Justice of the Peace, or Stipendiary. This Declaration **must be made within four months of the birth of the child**. It is useless if made later.

WHEN THE DECLARATION HAS BEEN SIGNED by the Magistrate or Commissioner, **POST IT IMMEDIATELY TO YOUR VACCINATION OFFICER**. It will be **OF NO USE** unless he gets it **WITHIN SEVEN DAYS** after its signature. It is not necessary that application be made at a Police Court; most Solicitors are Commissioners, and will take your declaration. **Many Magistrates will sign the declaration privately, when no fee can be charged.**

Apply for further information to

THE NATIONAL ANTI-VACCINATION LEAGUE,
27 SOUTHAMPTON STREET, STRAND, LONDON, W.C.

This Society is maintained entirely by Voluntary Contributions, and help is needed to carry on the work.

WILL YOU NOT ASSIST?

And: Health Care Providers are trusted sources of information!

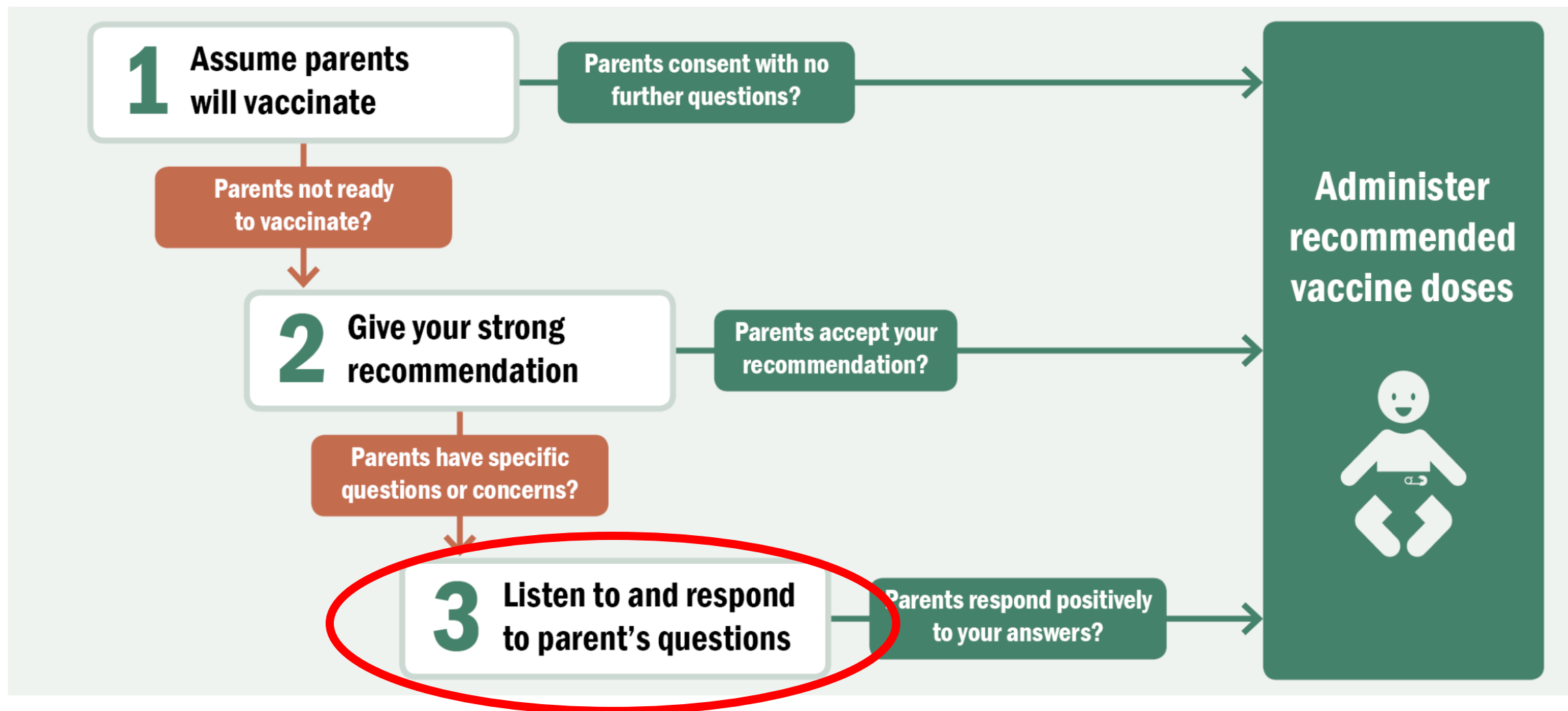
Personal Doctors And Pediatricians Are The Most Trusted Source For Reliable COVID-19 Vaccine Information

Percent who say they have a **great deal** or a **fair amount** of trust in each of the following to provide reliable information about the COVID-19 vaccines:



The HEAR Technique: A Tool to engage patients in talking about vaccines

Talking with parents about vaccines



Meet Theo and Sarah



- 17-years old
- In good general health
- When told he is due for the flu vaccine, he says “No thanks. I’ll pass.”



- Mother of a 3-year old child, Jax
- Has gotten required vaccines for school
- When told Jax is due for the flu vaccine, she says “No, thank you”

Thought exercise: Balancing motivation

— CONS

What reasons do
people have to
NOT get a vaccine



+ PROS

What reasons do
people have **TO** get
a vaccine

Scenario 1



Scenario 2



Scenario 3



The HEAR Technique

- Goal: Brief (1-2 minute) intervention to engage people who are skeptical of vaccines in discussion
- Based in Motivational Interviewing
- Used to train 2,500 COVID-19 vaccine outreach workers in California
- Reported it gave them more confidence to engage people in conversation.



What is the HEAR Technique?



Hear: Ask open-ended questions to invite the person to share their thoughts and feelings.



Express gratitude: Thank the person for sharing their thoughts and concerns openly. Acknowledge their openness/vulnerability as a gift.



Ask about pros & cons: Ask the person about their pros and cons. Always start with the cons.



Respond: Echo back what you've heard. Then ask permission to share information.

The HEAR Technique in Action



Hear: “Could you share a little more? What are your concerns?” “You’re (frustrated, angry, concerned).…”



Express gratitude: “I appreciate you sharing that with me.”
“That’s a great question! You’ve been thinking about this a lot.”



Ask about pros & cons: “What would be the bad things about getting the vaccine?” “What about the good things?”



Respond: “Let me see if I’m hearing this correctly, on the one hand...on the other hand...” “Would it be okay to share some information about your concern?”

During conversation, remember...

- Keep responses simple
- It's okay to say, "I don't know."
- Refer to trusted sources
- Encourage the patient to ask their provider

Frequently Asked Questions: Practice

1. How much does it cost?

- If you have Medi-Cal or Healthy San Francisco, there is no cost for the vaccine.

2. Is the flu bad this year?

- Even on "normal years," influenza kills between 25,000 – 50,000 people in the U.S. and puts 10 times that number of people in the hospital.
- How deadly the influenza virus is each year depends on part on whether people get vaccinated. The more people who are vaccinated, the less serious and dangerous the flu is for everyone.

3. Can I get the flu vaccine at the same time as I get the COVID vaccine?

- Yes, flu vaccines and COVID vaccines can be given at the same time if you are due for both vaccines.

4. Last year I got the flu vaccine, but I still got sick. Why bother?

- The flu vaccine reduces the risk of getting sick by about 40-60%. In addition, it reduces the risk of being hospitalized with the flu.
- The flu vaccine is particularly important as a way to protect people with conditions like diabetes, asthma, or COPD, who are at greater risk of getting severely sick with influenza.
- You can feel run down or tired after receiving any vaccine for about 1 day. This is because your body is building antibodies to protect you from getting sick for the next several months – and your body needs energy to do this well.

5. I'm pretty healthy, so I think my body can handle it if I get sick.

- That's great that you are healthy! Vaccines can help keep your body strong.
- Another reason that some people choose to get vaccinated even when they are not concerned about catching the flu is that it reduces the risk that they will pass the flu on to someone whose

Scenario 4: The HEAR Technique in Action



Choose your own adventure!



Whole group activity: Meet Theo

You're speaking with the Theo, who is 17 years old and in good health. When you let him know that he's due for a flu vaccine today, he says "No thanks. I'll pass."



Using the HEAR Technique, what would you say next?

- H** Hear
- E** Express gratitude
- A** Ask about pros/cons
- R** Respond

Whole group activity: Meet Theo

“Yeah, I don’t see the point because last time I got the flu vaccine I got sick the next day.”



Using the HEAR Technique, what would you say next?

- H** Hear
- E** Express gratitude
- A** Ask about pros/cons
- R** Respond

Whole group activity: Meet Theo

“Well, like I said, I think the bad thing about getting the vaccine is that I don’t like taking chances with my health and I’ve heard it has harmful chemicals in it.



Using the HEAR Technique, what would you say next?

- H** Hear
- E** Express gratitude
- A** Ask about pros/cons
- R** Respond

Whole group activity: Meet Theo

“I guess the good thing would be that I could protect my grandma. I help her out a couple of days a week and wouldn’t want to get her sick.”



Using the HEAR Technique, what would you say next?

- H** Hear
- E** Express gratitude
- A** Ask about pros/cons
- R** Respond

Whole group activity: Meet Sarah

You're speaking with the Sarah, the mother of 3-year-old Jax. When you inform her that Jax will be getting the flu vaccine today, she says "No, no thanks. I don't want to take the risk."



Using the HEAR Technique, what would you say next?

- H** Hear
- E** Express gratitude
- A** Ask about pros/cons
- R** Respond

Whole group activity: Meet Sarah

“Yeah, I am concerned about how safe it is. My partner read something about how vaccines can cause health problems later. And I just don’t like putting things in his little body that we don’t understand.”



Using the HEAR Technique, what would you say next?

- H** Hear
- E** Express gratitude
- A** Ask about pros/cons
- R** Respond

Whole group activity: Meet Sarah

“Well, I don’t like taking any chances with his health. And he doesn’t like needles, and I hate to see him cry.”



Using the HEAR Technique, what would you say next?

- H** Hear
- E** Express gratitude
- A** Ask about pros/cons
- R** Respond

Whole group activity: Meet Sarah

“I guess the good things would be that he could be protected from getting the flu. He catches a lot of stuff at daycare, and it’s hard for me to take time off work.”



Using the HEAR Technique, what would you say next?

- H** Hear
- E** Express gratitude
- A** Ask about pros/cons
- R** Respond

- <https://cepc.ucsf.edu/hear-technique-tool-engaging-patients-who-are-vaccine-hesitant>



Thoughts, questions, comments?



Take a few minutes to complete a feedback survey



- <https://form.jotform.com/251207325819153>

Need Help?

Contact the presenters

- Patricia Mejia (Patricia.Mejia@ucsf.edu)
- Rachel Willard-Grace (Rachel.Willard@ucsf.edu)
- Roberto Rodriguez (rlrodriguez712@gmail.com)

Contact the Learning Center

- General questions - info@pophealthlc.org
- PopHealth+ (eLearning Hub) - elearning@pophealthlc.org

Resources

- <https://www.cdc.gov/vaccines/resources/index.html>
- <https://www.cdc.gov/vaccines-children/hcp/conversation-tips/index.html>
- <https://www.cdc.gov/vaccines-children/reasons/index.html>
- <https://www.immunize.org/wp-content/uploads/catg.d/p2068.pdf>
- <https://www.chop.edu/vaccine-education-center/vaccine-safety>
- <https://www.immunize.org/wp-content/uploads/catg.d/p4012.pdf>
- <https://www.immunize.org/clinical/topic/standing-orders-templates/>
- <https://www.frameworksinstitute.org/resources/reframing-the-conversation-about-child-and-adolescent-vaccinations/>
- <https://www.youtube.com/watch?v=buxjrNUySiA>
- <https://pmc.ncbi.nlm.nih.gov/articles/PMC10273204/>